

ROOFING WEBMASTERS

Presents

The (2025) Guide to Perfect Roofing Content

With the emergence of ChatGPT and Jasper, roofing companies may wonder what perfect content looks like in 2025. Similarly, old-school SEO practices, like mass-publishing blog posts, remain prevalent in the roofing marketing landscape. But should roofers still use these tactics?

Roofing Webmasters answers these questions in more in our 2025 guide to perfect content.

[True Client Stories | How We Helped a Roofing Company Scale Their Business Rank Top ...](#)

Homepage Content

Your roofing website's homepage should feature original images of your company, staff, and equipment. It should also list your business information, like address, phone number, and service area. Your homepage title tag should contain your target keyword, city, and brand name.

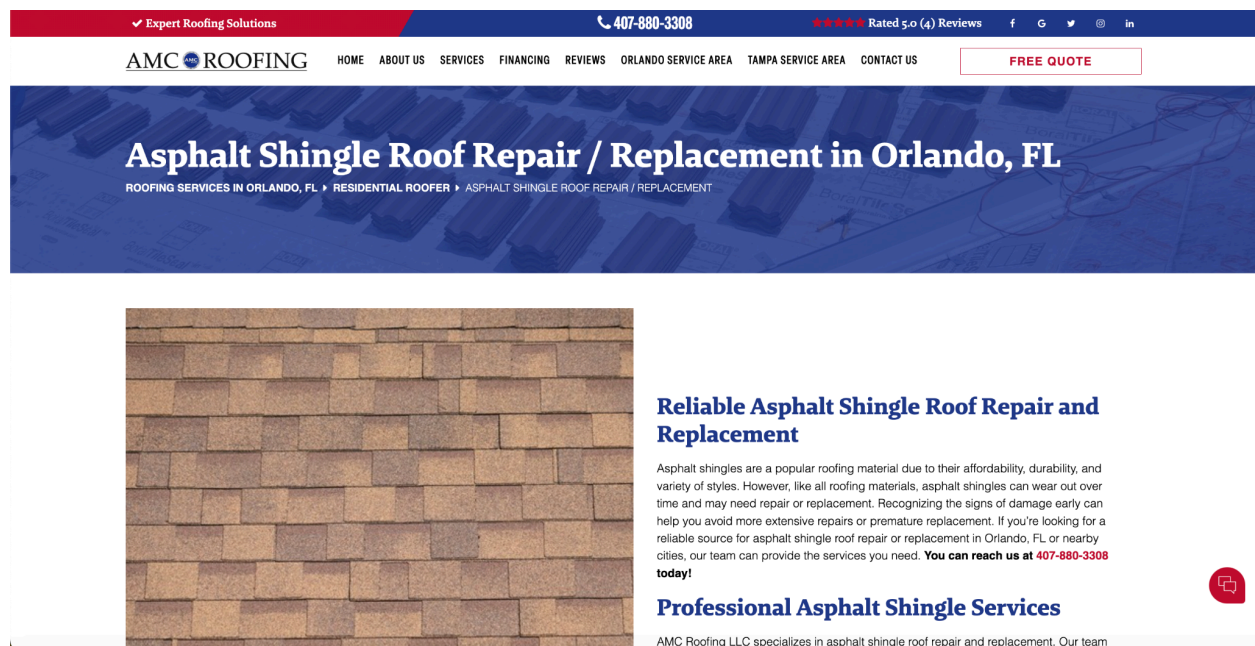
Some roofers prefer to use their homepage as a hub page rather than targeting a keyword. This is a mistake, as your homepage naturally acquires the most links, making it a valuable SEO asset. As a result, you should target your primary keywords like roofer or roofing company in (your city, your state). This way, you distribute your SEO equity to interior pages in the menu.



Service Page Content

Service page content is important because it specifically targets long-tail keywords. For example, if you offer standing seam metal roofing services, you can't merely include this on your metal roofing service page. Instead, you need a separate page for standing seam metal roofing services. Google and other search engines prefer to rank the more specific page.

Another service page content factor is topical relevance. It's wise to group topics into clusters with internal linking. For instance, your metal roofing page will link to your standing seam metal roofing page, your aluminum roofing page, etc. These topical clusters build authority in SEO.




The screenshot shows a website header with a red navigation bar containing 'Expert Roofing Solutions', a phone number '407-880-3308', and a 'Rated 5.0 (4) Reviews' badge. Below the navigation bar is a blue banner with the text 'AMC ROOFING' and a 'FREE QUOTE' button. The main content area features a large image of asphalt shingles on the left and a text block on the right. The text block includes a sub-heading 'Reliable Asphalt Shingle Roof Repair and Replacement', a paragraph of text, and a sub-heading 'Professional Asphalt Shingle Services'. A small red icon is visible in the bottom right corner of the text block.

✓ Expert Roofing Solutions 407-880-3308 Rated 5.0 (4) Reviews f G t @ in

AMC ROOFING HOME ABOUT US SERVICES FINANCING REVIEWS ORLANDO SERVICE AREA TAMPA SERVICE AREA CONTACT US FREE QUOTE

Asphalt Shingle Roof Repair / Replacement in Orlando, FL

ROOFING SERVICES IN ORLANDO, FL • RESIDENTIAL ROOFER • ASPHALT SHINGLE ROOF REPAIR / REPLACEMENT



Reliable Asphalt Shingle Roof Repair and Replacement

Asphalt shingles are a popular roofing material due to their affordability, durability, and variety of styles. However, like all roofing materials, asphalt shingles can wear out over time and may need repair or replacement. Recognizing the signs of damage early can help you avoid more extensive repairs or premature replacement. If you're looking for a reliable source for asphalt shingle roof repair or replacement in Orlando, FL or nearby cities, our team can provide the services you need. **You can reach us at 407-880-3308 today!**

Professional Asphalt Shingle Services

AMC Roofing LLC specializes in asphalt shingle roof repair and replacement. Our team

City Page Content

Most roofing companies offer services in cities outside of their main office location. For example, if your office address is in Orlando, FL you likely offer roofing services in Apopka, Windermere, and Pine Hills. As a result, publishing individual location pages is the best way to expand reach.

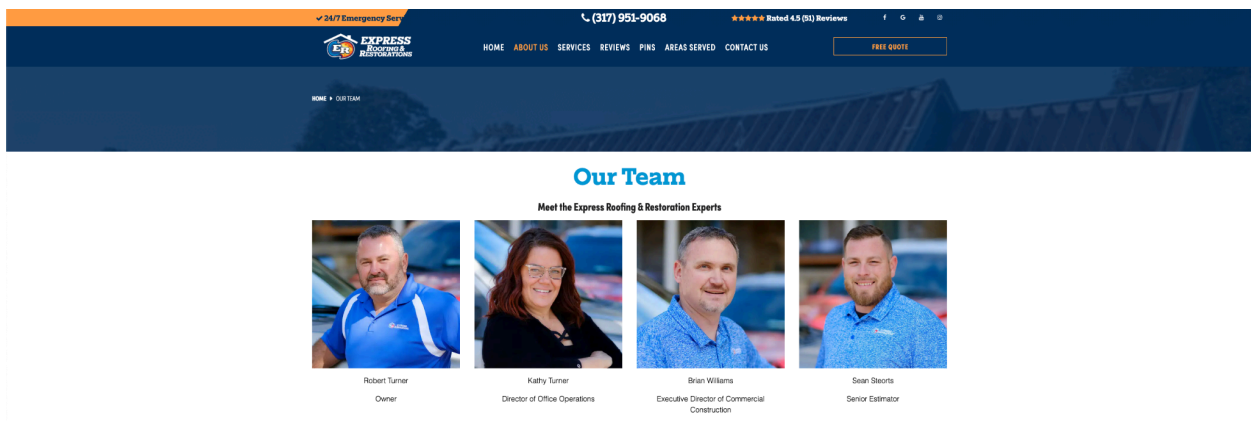
City pages remain a controversial element of SEO, mainly because most websites use them as doorway pages, which is a black-hat SEO practice. These pages are essentially duplicated versions that only replace the city name within the content. You want to avoid this strategy and instead utilize the DataPins method, which we will discuss in more detail later in the guide.

Other Page Content

Your website should also feature an About Us and Contact Us page highlighting your company.

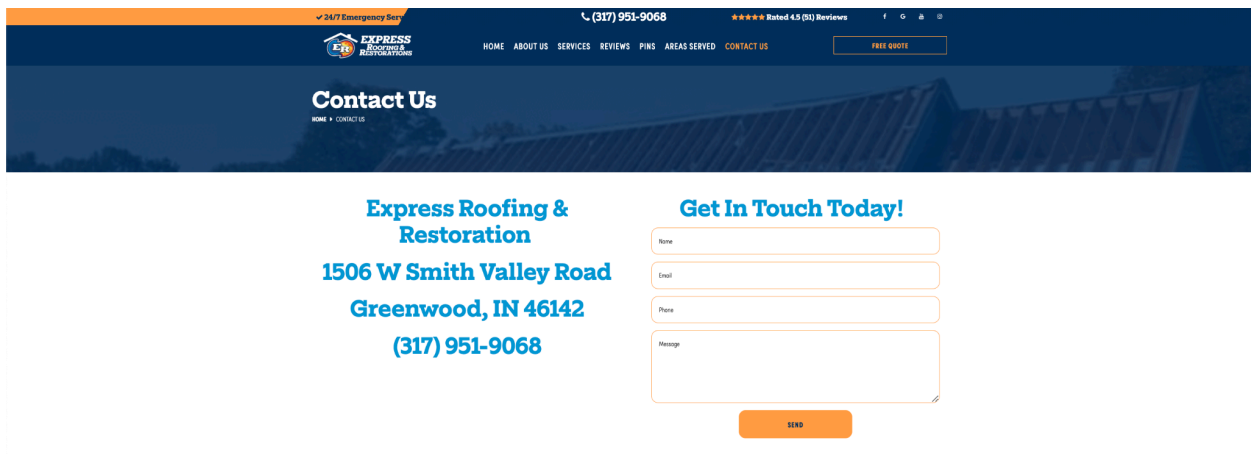
About Us Pages

About Us pages are not intended to rank well on Google. Your goal is to increase the comfort of visitors who enter your website through another page. As a result, About Us pages should feature more images of your company and outline your roofing history and expertise.



Contact Us Pages

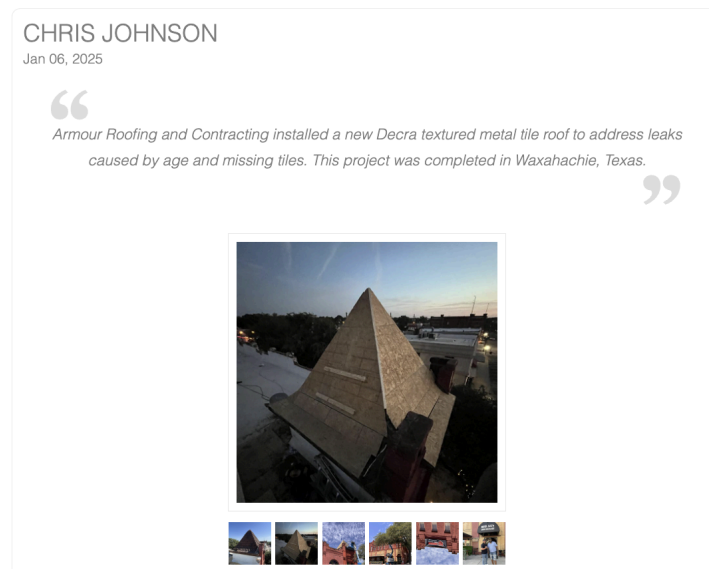
Contact Us pages should be short and to the point. Every roofing website's Contact page should feature a form that allows visitors to input their contact information, like name, phone number, and email address. Your Contact page should also emphasize your phone number and address.



DataPins Content

DataPins content is the game-changer, legitimizing your service and city pages. Google values an acronym known as EEAT, which stands for experience, expertise, authority, and trustworthiness. DataPins helps you achieve this by empowering your techs to tag recent roofing jobs to the app, which then publishes them to the most relevant website page.

Furthermore, DataPins services as your reputation management platform by automating review requests via SMS and email and showcasing verified customer reviews directly on your website. Nothing builds social proof better than user-generated content from your employees and customers. Best of all, DataPins uses schema markup and tagging to maximize its SEO.





FAQs about Roofing Website Content

Can Roofers Rank Using AI-Generated Content?

Roofing companies should not copy and paste AI-generated content from ChatGPT into their website. While the content may rank initially, its chances of maintaining rankings are very low. Furthermore, unedited content of any kind is not practical for SEO purposes.

Are Blog Posts Effective for Roofing Websites?

Blog posts are largely ineffective for roofing websites. Google's Helpful Content Update targets content that lacks value for the user. Most blog posts on roofing websites are never read by visitors and only degrade the value of your other content (like service pages). Of course, there are still some instances where blog posts can be useful, like providing original insights.

[Why Your Roofing Blog Content Might Be Hurting Your SEO](#)   #rooferseo #roofingma...

Where Can I Get DataPins?

You can visit datapins.com and sign up for DataPins, or you can call Roofing Webmasters at [\(800\) 353-5758](tel:8003535758) to discuss how to maximize your roofing content strategy with DataPins.